

**Subject:** Re: PLEASE REVIEW: New Cartifact Maps!

**From:** Ellen Riotto

**Date:** 12/28/17, 10:16 AM

**To:** Katie Kiefer <katie@southpark.la>, Wallis Locke <wallis@southpark.la>, Josh Kreger <josh@southpark.la>

My notes below, and I made comments on KK's in red:

- As discussed, I'd like to omit all "U/C" - let's make this map last as long as possible. Use project name if we have it. If not, use address
- Wallis, I've thought more about the convo we had re: the random addresses and here's where I landed - I think it's useful to have a reference point on each block, but more than 1 is unnecessary
- Remove Hazens Shenzhen Project and add W Hotel
- Make Circa ovals larger
- Add Proper Hotel
- Thoughts on adding the 7-Eleven?
- Chance Fig + Pico to Lightstone Hotels
- Thoughts on adding The Palm? Seems like an institution (unlike Tom's Urban)

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**From:** Katie Kiefer <katie@southpark.la>

**Date:** Wednesday, December 27, 2017 at 8:28 PM

**To:** Wallis Locke <wallis@southpark.la>, Ellen Riotto <ellen@southpark.la>, Josh Kreger <josh@southpark.la>

**Subject:** Re: PLEASE REVIEW: New Cartifact Maps!

Looking forward to an updated map. Thanks for spearheading, Wallis!

My edits:

- Change "JW Marriott Expansion" to "Residence Inn - Marriott & Courtyard - Marriott" (feel free to come up with a way to shorten that)
- ADD 'JW' TO 'MARRIOTT & RITZ-CARLTON HOTEL & RESIDENCES'
- What is the project named prosed immediately north of 925 S. Figueroa? Worth listing that parcel as a development? **no**
- Delete "Toms Urban" The 'restaurant and retail' title gives enough explanation. **agree**
- **ADD "U/C" TO 1133 HOPE. ELLEN - WHAT IS THE DEVELOPER NAME TO ADD TO THIS TITLE? Please do not add U/C (see my note above). Dev name is Full Star Properties, and I don't believe they have named the project yet. I vote to keep it as the address.**
- **ADD "U/C" TO 1212 FLOWER**
- DELETE "HOTEL" FROM 1130 HOPE. It's entitled for a hotel but who knows when that building will get underway. **agree**
- **JOSH - IS ONYX WEST A REALITY IN THE NEAR FUTURE? IF NO, WHAT TITLE SHOULD REPLACE 'ONYX WEST U/C'? -remove U/C, keep "Onyx West"**
- **ADD "U/C 1317 HOPE - FMB" TO THE PURPLE PARCEL IMMEDIATE SOUTH OF ONYX WEST AND NORTH OF "1324"**
- CHANGE '1120 GRAND' TO 'AVEN **U/C - MACK URBAN**'
- **JOSH - IS MACK URBAN DEVELOPING THE 3 PARKING LOTS EAST OF AVEN IN THE NEAR FUTURE? IF NO, WHAT TITLE SHOULD REPLACE 'MACK URBAN DEVELOPMENT'? - yes they are. Remove "development"**
- Remove "U/C" from TEN50
- Remove "Metro Charter School" - WHAT IS THAT BUILDING NAME TO REPLACE METRO'S TITLE? - **since that lot is going to be part of the hospital redevelopment project, perhaps we change the color to green and shift the "California Hospital Medical Center" tag down a bit?**
- **Josh - Is the metro name change far enough along to update 'pico' to the new proposed name? - great idea, KK, yes let's make that change**
- **Wallis - thoughts on adding bike share locations to the map? Unsure if that's doable or if we want that extra layer on this map. - since these are purposefully moveable, I think they would be better represented by stickers or magnets or something.**
- Add "James M Wood Blvd." as a street.
- Removing "U/C" from buildings like Onyx East, that will be done within a few months? **YES. IS IT WORTH ADDING OCEANWIDE & CICRA TO THAT LIST?**

I agree with the rest of your edits listed out below. Do we plan to update this map annually?

Katie Kiefer

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**From:** Wallis Locke <wallis@southpark.la>

**Date:** Wednesday, December 27, 2017 at 10:41 AM

**To:** Ellen Riotto <ellen@southpark.la>, Josh Kreger <josh@southpark.la>, Katie Kiefer <katie@southpark.la>

**Subject:** PLEASE REVIEW: New Cartifact Maps!

The proof for our new cartifact maps is here! Their turnaround time is incredibly fast – could each of you take a few minutes and get me any additional edits by EOD Thursday?

My edits are here:

- “Teluca” should be spelled “Telacu”
- “12<sup>th</sup> & Broadway U/C” should be listed as “Axis on 12<sup>th</sup>”
- “Forest City South Park U/C” should be listed as “Axis on 11<sup>th</sup> U/C”
- Remove “Vogue” (does anyone know what this is?)
- Remove “Olds” from “Honda Olds Autos”
- Remove “U/C” from TEN60
- Change “901 S Flower” to “Concerto Lofts”
- Remove “FIDM Apartments” from the parking lot on Olympic & Flower
- Move the “Oviatt” label to the small apts next to City Lights

In addition to that – should we consider these things?

- Removing “U/C” from buildings like Onyx East, that will be done within a few months? YES. ADD OCEANWIDE & CICRA TO THE LIST.
- Adding the site of South Grand Park? Has a name been settled on?

Wallis Locke  
Director of Communications & Policy



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